



U.S. Department of Energy  
Energy Efficiency and Renewable Energy

## ***Capturing the \$30 Billion Energy Efficiency Prize***

### **Breakout Group Report**



***2006 ITP Corporate Peer Review  
September 7, 2006  
Arlington, Virginia***

# Challenges

- Financial concerns: *implementation costs and lost production, lack of incentives, high ROI requirements for internal capital, energy costs often lower than other costs*
- Structural and institutional barriers: *risk avoidance, sharing of information, slow transition to new processes, maturity of process industries, high-cost capital equipment*
- Maintaining industrial interest: *in ITP program, in longer-term R&D, finding strong champions for technologies, more production moving overseas*
- R&D concerns: *short-term product focus, identifying potential transformational technologies, intellectual property issues, technical staffs stretched thin*
- \$30 billion may not be a realistic number

# Proposed Solutions/Strategies

- Stimulate technology development: *grand challenges to attract more funding, more feasibility studies (e.g., life cycle studies), identify/pursue game-changing technologies*
- Expand partnering: *use EPA as marketing partner, foster partnerships with trade organizations*
- Change financial equation: *tax incentives for capital costs of energy efficient equipment, develop white certificate program*
- Corporate leadership: *better reach corporate officers, recognition programs*
- Clarify benefits: *more emphasis on payback, hard measurements (metering) of energy data to show management EE returns, package EE needs better with other corporate needs (productivity, product quality, etc.), better align public and private benefits, plant competition between shifts for conserve energy*

## Action Plan

Solutions	Next Steps
Technology: address other industry needs	Conduct more commercialization workshops
Technology: address other industry needs	Drive technology choices to align with industry's priorities
Corporate leadership: reach executives	Develop marketing materials directed at corporate leaders
Corporate leadership: reach executives	Engage with finance managers at companies
Finance: develop white certificate program	Engage at state level for white certificates